

BUSINESS @ SCHOOL

A BCG INITIATIVE

- 1** Learning about business hands-on in three phases
- 2** Acquiring key skills as a team
- 3** Preparing for life after school
- 4** Developing entrepreneurial spirit

One-year business program for students launched in 1998

Every year

- > more than 1,000 participating high school students aged 15 to 18,
- > around 150 teachers at 70 participating schools in Germany, Austria, Italy, Great Britain, Albania, and Switzerland,
- > and over 400 coaches from more than 20 partner companies and BCG.



Phase I

Large company

Business basics with a focus on company structures, markets, and competition



Phase II

Small company

Detailed understanding with a focus on strategy and positioning



Phase III

Own business idea

Development of a business idea, including a business plan



School Competitions

The teams present the results of all three phases at competitions held at their own school.



International Finals

Each school's winning team advances to the International Finals.



www.businessatschool.de/en

